

September, 1961

the Canadian *Realtor*



Japanese Tea House — Photo courtesy Japanese Trade Council

Advertising & Promotion Issue

We will buy, as principals, well located income producing real estate throughout Canada

Agents' commissions protected

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LIMITED

Realty Investments

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**TORONTO DAILY STAR**

IT'S SO  
EASY TO DIAL

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FOR BETTER  
RESULTS

The Canadian Realtor is the official organ of real estate in Canada. It is published monthly for the Canadian Association of Real Estate Boards.



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CANADIAN REALTOR — SEPTEMBER, 1961



★ *"It is well for a man to respect his own vocation, whatever it is, and to think himself bound to uphold it and to claim for it the respect it deserves." — Charles Dickens.*

★ *in the editor's opinion —*

## IS ADVERTISING ENOUGH?

★ In this issue our readers will find several articles devoted to Advertising & Promotion. Almost the entire fabric of each feature article is original for we have nursed a strong feeling that educational material of an advertising and promotion nature, should be slanted to the Canadian market. Unfortunately space limitations will not permit us to do more than scratch the surface. But, we think you will find the basic fundamentals have been adequately covered.

★ Now, a note of warning. In one of the articles which you will read, reference has been made to what could happen to calls coming in from an Ad. If the "pulling power" strength of an Ad has proven itself by persuading numerous good calls, advertising has met its task.

★ But, what happens to these calls?

★ The following is a true tale of one man's experience with real estate salesman, some of whom he feels are nothing but "floaters" who would starve to death if they had to earn a living selling appliances from a retail floor.

★ The morning of August 21st, a member of The Canadian Realtor staff had cause to phone the advertising manager of a large firm. This company is in the heating and bathroom utility manufacturing and marketing business.

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# HOW TO WRITE GOOD COPY

by WES MITCHELL

*"... words are things, and a small drop of ink, falling like dew upon a thought, produces that which makes thousands, perhaps millions, think."*

— Byron: *Don Juan* (Canto III)



In the Port Elgin Times, Christmas Eve, 1958 there appeared a small, one column institutional Ad for a Dorothy Bowden, real estate saleslady working for Paul F. Seigner of Walkerton, Ont. There was nothing outstanding about this appeal for listings except, under the heading "Real Estate" appeared these words: *"If you live on this earth—own part of it."*

What a marvellous way of expressing our reason for being in the real estate business.

There are literally thousands of ways to explain a listing. The only limit is your own training and imagination . . . and enthusiasm. Yes, enthusiasm works in copywriting too.

The preparation of good advertising—whether it is planned for a radio or T.V. script, direct mail brochure, P.O.P. cards (Point of Purchase) or the mass printed media: trade journals, business papers/newspapers, etc.—will never hit its full stride until you learn certain fundamentals.

We propose to open the door to a whole new line of thinking. Cross the threshold with us and find out for yourself just how powerful this new knowledge is.

Most of us will admit that much of our advertising copy today is dull, lazy, stilted, sterile, weak and unimaginative. There is room for a renaissance . . . n'est pas? There is also plenty of room for original approaches.

Try the following on for size. It appeared in one of Toronto's dailies:

KULY—Mike and Marjorie announce the arrival of their new little model Lorna Anne Michele;

delivery date July 12th, 1961. Specifications: shipping weight 5 lbs. 9 ozs.; fully equipped. New miniature chassis, well-padded seat, power squealing, super fluid action, automatic feeding, beaming headlights. Now on display at the South Peel Hospital. Note: Custom Model: not for sale!"

\* \* \*

Leo Burnett, head of his own advertising agency, has written many articles on advertising. In one, which appeared in *Advertising Age*, he describes the transformation of a man who puts a piece of paper in his typewriter, or commences to chew on a big black pencil while a piece of white paper stares him in the face. When he is settled down and ready, he says to himself, *"Now, I am about to write a piece of copy."*

When Mr. Theorum arrives at this weighty decision *"his muscles tighten; the grey matter in his skull starts to jell and he starts to itch in strange places. He changes from a human being to a copywriter."*

Burnett went on to say, "As a result of this deoxidization and ossification, what comes out is likely to be one of three things: 1. *A dull recital of self-evident facts*; 2. *a high falutin' rhapsody or plain bombast*; 3. *a demonstration of his own cleverness with words.*"

Burnett claims that if the man wrote letters to his friends in the "same tone of voice", he wouldn't have friends very long.

The author's intention was obviously a satirical attempt to show that the production of good readable copy is never as hard as all this. He said: "If you are writing about

baloney, don't try to make it cornish hen, because that is the worst kind of baloney there is. Just make it darn good baloney!"

Back in 1958, we wrote an interrupted series on advertising. The kick-off paragraph in the March edition read: "Even the most sterile, frigid, unimaginative man or woman has some degree of emotional intensity. If we keep this in mind when writing advertising copy, we should succeed much more positively than if we ignore it." These words now direct your attention to our theme: *"The role emotions play in advertising."*

What are these emotions? Why must we pay attention to them? Why must our message reach down and lift one or more of them out, like a gourmet forks a succulent oyster from its shell? How can we use them to bring our copy to life . . . to have a vitality of its own? . . . to make people "see" what we have to offer; or more important—to make them want what we have?

We don't have to sneak down into each reader's innermost consciousness to find what these emotions are. We know them. Here they are:

There are five basic emotions: *Love, Fear, Pride, Greed, Hate*. The latter we'll ignore.

Quite often these emotions are scrambled. Lift one and another accompanys.

## LOVE

This emotion covers a broad range. It is not nearly as basic as the reader may think. There are various shadings. Realize this and you increase your tools.



Take parental love as an example. The mediocre ad ignores this deep-seated feeling by saying: "3 bedrooms, den, kitchen with fan, spacious living room, large recreation room..."

Create instead an imaginative package: "The recreation room is so dry, warm and airy, your children can play without fear of rainy weather colds." The quality of this recreation room may be the only good feature about the house. Yet, it will interest the reader because of two emotional jabs: parental love and fear (for the kiddie's health).

How about, "Mother will love this kitchen fan over her cooking range." Or, "The den is so quietly comfortable, Dad can work here instead of overtime at the office."

"Friends become more friendly in this comfortable living room."

\*also use: *charming, pleasant, attractive, inviting, enchanting.*

Every adjective—as we've proven here—has a partner—another simile which has a different shading. The use of another adjective can change the tone or life of the subject. You can make a room "live" by adding a little vitality... by giving it a charm of its own.

Why not say, "This lovely dining room has a gracious atmosphere all its own." Or, "A dining room—private—yet step-saving close to the kitchen."

\* \* \*

Let's appeal to other facets in the love bracket. The poor Ad says, "Own a summer cottage with your own lake front lot." If the reader is in a sour mood, his mind might easily conjure an image of rotten docks, weeds, stones, etc.

Don't give him that opportunity. Paint instead a delicious mental picture. Our own idea of a mood-arousing image would be: "The cool, quiet waters of Surprise Lake will murmur on your own private beach." Love of beauty... pride of possession is amply portrayed here.

Here's an appeal to sensuality: "A delightful, green lawn—so well-groomed, so soft looking—you want to take off your shoes and wiggle your toes through it."

"The fragrance of a hundred different flowers..."

"The gay colours of border plants, guarding your lawn against everything but the birds and the bees."

For farms: "The sad sweet smell of burning leaves..." Or, "View your own rolling acres from a private hill-top"; Or, "Jack Frost always paints a riotous canvas around these parts"; Or, "If you come this week you'll catch the clean odour of good fertile soil, newly turned."

"Mother nature didn't iron these acres completely flat. She left them slightly rolling on purpose..." "Good drainage spills water where you need it."

"Mulched with millions of wind-swept autumn leaves."

"Mulched with millions of leaves from nature's own cupboards."

\* \* \*

The most common connotation of love is man for a woman. Here tenderness is exposed, soft and defenceless. The mediocre, explaining nothing Ad says: "A real buy at \$1,500 down for this four-room cottage."

How about an April or May Ad to read: "Why pay rent? Here is a snug Cape Cod cottage, alive with welcome, selling for only \$1,500 down. A sweet little place to take your new bride." How many young couples could resist this appeal? Be truthful now.

"A home which radiates warm hospitality... just waiting to entertain your close friends." "A home as young as you want to be!"

A note of caution: We do not give this instruction with the premise that you can use any phrase falsely. Misrepresentation has no place in advertising. If your listing cannot support any of the foregoing claims, turn your attention to features that do. Direct their attention to convenience, price, savings, transportation, revenue, possible future gains, etc.

You might even say: "Here is a good temporary housing until you are ready to locate elsewhere." By saying this you give a proud but poor man a chance to save face.

## GREED

This emotion is in us all. Some experience more trouble with it than others. Price, or what the property

can do for the reader is a big factor in an appeal to this emotion. One might even call it Love... for a bargain.

Note the phrase: "Sacrifice... owner moving to Chicago, October 15th." "Handyman bargain... \$400 on a home improvement loan and some of your own talents will save you at least \$2,000."

"Cash in a few six percent bonds and earn upwards of ten percent with the proceeds."

"Put your savings to work. Let them earn you a comfortable living while you holiday in Florida."

## PRIDE

Even cynics and prognosticators can be reached if you understand the way to reach this emotion. The poor Ad says, "... large lot." Say instead, "The spacious grounds invite a swimming pool."

The dull Ad says, "Double garage." Say instead, "Your own private driveway, capable of handling six cars."

The tired Ad says, "In an exclusive district." Breathing life into the area, we write: "An exclusive mantle envelops the entire neighbourhood"; or, "Upper middleclass conservatism"; or, an appeal to a minor group: "An elegant atmosphere for dilettantes."

How about this heading: "Caviar Society" for a listing in the pseudo upper-crust districts. Brother, if that doesn't smoke out the pride in certain buyers nothing will. However, that heading was thrown in for illustrative purposes only. If there is a better way to appeal to pride, use it. Explore all the possibilities (they are limitless!).

\* \* \*

As we are aware that status symbolism exists why not aim our

*Continued overleaf*

# ADVERTISING SPECIALTIES

Drop us a line telling us your needs... what you are planning promotion-wise. We'll send you an outline, including cost break-down, by return mail!

Tap a new market... use the reputable "House" Realtors like to deal with. Try—

## PACKER-CUMMING & CO.

EM. 6-1671

539 KING W., TORONTO, ONT

DESK  
CALENDARS

LEATHER  
GOODS

GREETING  
CARDS

LETTER  
OPENERS

PENCILS  
BALL POINT  
PENS

Thermometers

KEY CASES  
& OTHER  
ADVERTISING  
SPECIALTIES

THE  
10,000 ITEM  
HOUSE

advertising messages to this end? Referring back to the March, 1959 article we can extract material which augments this advice. At that time we said: "Entertain friends at your own poolside . . . nothing like a swim and barbecue to start off a pleasant evening."

"Why drive many dusty miles to enjoy a swim? Keep leisurely fit in your own pool." We've hit the register on several emotions here. *Discomfort*—by conjuring images of distressing travel; *Health*—by stressing a 'keep fit' factor; *pride*—by ownership of the pool.

"A rolling carpet of carefully groomed lawn, under spreading oaks . . . a perfect setting for your next lawn party."

Back in July of this year, a private country club outside Toronto who were seeking members, ran an advertisement in one of dailies. The copywriter reached out boldly by saying: "To those who can afford it . . . a wise investment." Obviously two emotions are involved—Pride and greed.

Using our own powers of association, we get a lead from this heading by saying: "You don't have to cash all your stocks to carry this fine home." As you can see there are hundreds of variants possible.

In our March '59 articles we also referred to another offshoot: *luxury*. Rolls Royce ran an Ad which read: "At 60 m.p.h. the loudest noise you hear is the electric clock." Love of quality, pride of ownership and need for creature comforts are reflected in this fine heading.

While we're on the subject of good Ad phraseology, let's stray farther afield and take a peek at headings prepared by professional Ad agencies. We are pulling your attention away from real estate advertising. This is done deliberately to show you how you can train your mind to "feast on other people's brains."

The greatest weapon you have is the power of association. See a good heading and twist it around to suit yourself. We are not suggesting by any means that you plagiarize or swipe an idea holus bolus. Instead, examine the layout, copy or heading, or even illustration and think out ways of using any one of these examples in a different approach. There is not (we said this before) a professional Ad man who has not received a brilliant idea from his examination of another layout. Even the clock in the Rolls Royce Ad can be fitted into your own idea of an Ad format. "Your

kitchen clock will tick sweetly in this quaint, colonial style room."

\* \* \*

This writer, over the past eight years has collected a voluminous amount of copy which will be eventually woven into the fabric for a book on real estate advertising and promotion. In this material are a few choice headings. It may be a little difficult for the reader to get the full impact of these gems without the aid of the visual, but try and imagine the layout sans this help.

As an example, if you had a trans-ocean shipping line as an account what treatment would you give? Would you say: "We are the biggest shipping line on the Pacific?" Dull to be sure! How can we put "life" into the assignment?

Johnson & Lewis Advertising Agency, who handle the American President Lines, showed an illustration of a coconut with eyes, nose and mouth drawn in by faint crayon lines. The coconut—which has now been given a personality—has a smug look.

The caption read: "Keeping the coconut happy from plantation to packer!" Friendly, enjoyable reading with strong believability wouldn't you say?

The I.T.E. Circuit Breaker Company commissioned a world famous artist to paint a stormy wind-lashed sea. Visible in the background were a sub, planes and lesser naval vessels. In the foreground, a partial glimpse of a mighty aircraft carrier from which soars a radar screen. The caption reads: "Reaches way out . . . asks who's there?" What man could ignore this message?

The Adams Hat people captioned their illustration: "You can pay twice as much for a hat . . . but you can't tell it from Adam."

T.V. personality Art Linkletter—whose reputation for sincerity is well-established—prompted the Portland Cement Company to use him for a testimonial. The illustration showed a sweeping dual-lane highway. Art says: "I've driven them all. This new type concrete gives you the world's most relaxing ride!"

Only a cynic would diagnose this Ad objectively and realize that it is the car itself, mostly responsible for the "relaxing ride".

Association of ideas? How about, "This quaint little farm whispers a gentle welcome?"

When you read both these phrases—Art Linkletter's and ours—you perhaps wonder where the connection or association is. Both appear quite dissimilar. However, you'll find that, as you practice the art of advertising, you yourself will eventually get associated ideas from situations like this. This latent power will begin to amaze you as you progress.

\* \* \*

We'll conclude with one more Ad—the most priceless in our collection. A true gem . . . a masterpiece in phraseology.

The art director and copy writer at Ogilvy, Benson & Mather Advertising Agency did this one for the British Travel Agency. It appeared in well-known American magazines last year.

The mediocre Ad might have read: "Come to London . . . visit historic Westminster Abbey."

Here is their treatment: The illustration is a vertical shot of Henry VII's Chapel, with hazy light streaming down onto the crypt from towering antique windows. The caption reads: "Tread softly past the long, long sleep of kings."

That Ad is so utterly moving, so filled with deep-welling emotion that

## PROMOTE YOUR BUSINESS THROUGH "EFFECTIVE" ADVERTISING

A Complete Selection of Exclusive Calendars, Greeting Cards, Advertising Specialties, Business Gifts and Display Decals Available From "The House of Ideas."



**E. S. & A. Robinson (Canada) Ltd.**  
69 Laird Dr., Toronto 17, Ont.  
Dial 421-1700

"Representatives From Coast To Coast To Serve You"

it strips the reader of all blasé cynicism. Any Englishman who read this Ad would be filled with a profound sense of pride. Any foreigner, an equally strong desire to visit the Chapel.

Clifford Field, vice-president of the Ogilvy shop—who wrote the copy—won the Arthur Kudner award for creative excellence. Who would ever dispute this?

## FEAR

There is fear in most everyone. Fear for the safety of our children; our future (pension plan); fear of traffic, of leaky basements, even loss of investment.

Examine, if you will, Ads for brakes, insurance, sanforized fabrics, health foods, medicines, cosmetics, paints, fire equipment, locks, flashlight batteries, even nursery supplies. The nursery Ad reads: "Show ribbon roses, guaranteed to bloom first year!" A tissue company might say: "Holds up to a mighty, man-size sneeze."

When you see the pictorial horror of a car crash, you'll more than likely read a caption similar to this: "Don't let this happen to you. Check those brake linings now!"

The double-paned window firms show a picture of a partially-clad baby playing comfortably in front of a window. Outside, the reader can see waist-high drifts of blizzard driven snow.

The rugged durability of pre-stress concrete is vividly illustrated by two companion photos. One depicts the debris of a frame unit in the aftermath of a Florida gale. The other a pre-stressed concrete unit apparently undamaged by the same forces.

This safety factor can be played up quite often even in an Ad for a low-priced home. A thoughtful presentation might remark: "A quiet location well away from dangerous traffic" . . . "A new 25-year guaranteed roof" . . . "Lifetime copper plumbing" . . . "A home easy to heat" . . . "A home so easy to heat, savings will pay for a good family holiday next summer" . . . "Rock wool insulated—no drafts to disturb comfort" . . . "A famous Gurney oil-fired furnace delivers quick, economical heat to every room . . ."

"All bathroom fixtures by Crane; assures beauty and utility."

"The high, white picket fence keeps your kiddies where you want them."

"Baby will sleep safely on this cool sheltered verandah."

"All doors hang true . . . sure signs of a house well-built."

The foregoing descriptive phrases show you that even the poorest listing has a feature which can be played up. The baby-verandah phrase as an example could be used on an \$8M listing. Parental love is indicated here.

\* \* \*

Referring back to our former article for the last time, we felt that a certain paragraph should be reviewed. Under the sub-head: "Train Your Talent" we wrote: "Like the tap root of a tree, basic emotions have many offshoots. You can arouse an emotion by considering these segments: *health, ambition, adventure, beauty, laziness, comfort, education, sensuality, sports and recreation, respect, dignity* and so on.

Have your office girl type out a card which lists each emotion and offshoots. Before you commence composition, run your eye down this list. Compare one or more with your listing. Extract those which fit certain qualities which your listing presents.

\* \* \*

A last tip. From now on start educating yourself advertising-wise. One of the best and easiest methods would be to peruse some of the better-known magazines. MacLeans, Sat. Eve. Post, Home & Garden, Esquire, Reader's Digest, Life, etc., usually have the better layouts.

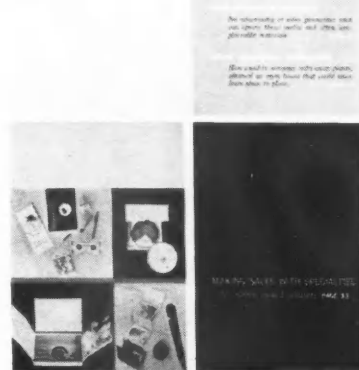
Study the composition, illustration, body copy, logo (signature). You will find that, by and large, these Ads do a good pre-selling job for the products concerned. You may not be overly-impressed with the appeal unless you are in the market for the goods. In other words, even a brilliant, award-winning layout might leave you unimpressed if you weren't in the market. But, if you were, the better Ad would surely sell you faster than a dull, uninteresting portrayal . . . a tired, run-of-the-mill piece of copy which looks as if it was done hurriedly so that the creator could take off on his holidays. Many Ads give this appearance, even those running in the better journals.

We've attempted here to light the lantern. Use it now. Get out and flag down your own audience. Watch your responses grow and your sales with them.

\* \* \*

To parody Robert Burns: "Oh wad some power the giftie gie us. To read our Ads as others read 'em."

**A & S P** Advertising & Sales Promotion



## Advertising & Sales Promotion

We unhesitatingly endorse Advertising & Sales Promotion to Realtors requiring up-to-date trends in these subjects. Monthly magazine is loaded with good ideas. Yours for \$3 per year or \$5 for two years.

Send money order to:

Advertising & Promotion, 200 Illinois St., Chicago 11, Ill.

Address letter to Mr. Myron Hartenfeld. Mention the Canadian Realtor!

By far ...

the best  
coverage  
of the  
**PROSPEROUS  
CALGARY**  
AND  
SOUTHERN ALBERTA  
**MARKET**

the  
**CALGARY  
HERALD**

- The English language is a lovely and persuasive thing when it is well and thoughtfully employed; and there is a lot of it waiting to be used.

— Fred Decker, Printers' Ink

## CLASSIFIED AD CONSTRUCTION TECHNIQUES



I won't pull any punches in this personal analysis of what constitutes good or bad advertising. I honestly do not believe more than 15% of our brokers and salesmen actually utilize the full potency of this instrument of communication. A loose comparison might be the farmer who hires five teams of horses to pull one plough!

Dollar for dollar, this means that the majority of our real estate practitioners are not cashing in as well as they might. Only a small percentage are getting any where near optimum value.

Good advertising never describes a product in a cold, flat, factual manner. It should instead play on the emotions. It probes and lays bare—like a neurosurgeon's knife—all the built-in desires and dreams accumulated over a period of time.

From time to time through-out this article, I would like to show little illustrations to prove my point. Here's the first:

I remember a casual suggestion once made to a sporting goods merchant who was enjoying only mediocre success in the sale of tents, although the season was well advanced. He was advised to add a few lines in the body of his advertising copy. These read: "... a strong, comfortable tent, just aching to snuggle down near fragrant cedars—some place far off, near a quiet lake ... where you can drop your line out the front flap and catch a delicious breakfast."

These 35 words opened up a new line of thought. The reader was given the chance to visualize his own idea of a romantic location for that tent. And, the tent was part of it.

The merchant sold 23 tents from one ad. Had he used this idea in earlier ads, during the height of the season, goodness knows how many he would have sold.

\* \* \*

Good advertising is essential, but must never be used solely as a crutch. Good advertising will knock some of the props from under a buyer's resistance. It is up to the salesman to clinch the half-sold prospect.

Mediocre advertising, on the other hand, seeks and hides in the cluster of other poor advertising. A reader soon wearies of scanning the classified sections, night after night. (This is especially true in the metro areas, where one ad competes with several score others). But, this same reader will surely respond with re-awakened interest if confronted with a dewy-fresh, vital, sparkling piece of copy.

\* \* \*

Let us examine the question of advertising from another interesting angle which should give us a new perspective of its worth. When you attend an exhibition, why do you stop and linger at one booth and ignore another? It would be difficult for the average layman to consciously put his finger on the reason, but, in essence, it was the packaging that drew him.

How many of you have attended an automotive exhibition and were magnetically-drawn to a gleaming convertible, revolving slowly on a velvet-draped stage upon which were focussed myriad coloured lights? That convertible was presented so dramatic-

ally, you were in a sense almost hypnotized. That is packaging!

Take the same convertible. Let's rob it of its rightful glamour by driving it into a barn. Same appeal? Of course not!

You can package your listing by following a few basic fundamentals, the most important of which is a well-aimed appeal to the emotions. (See "How To Write Copy" on other pages of this issue.)

\* \* \*

A good advertising man places his product on a mental table upon which is cast a merciless light. He assesses everything. What are its good features? What is there about this product (house) that would appeal to a buyer?

Gradually—the more the ad writer studies the listing—the better the house begins to look to him. In effect, he is selling himself. When he has reached this stage he is ready to write.

Let us take an actual example. This writer went to examine a house which had been advertised at least three times. The home was in Toronto's Westend, High Park district. Besides its location, the house had several other good features. Features that would impress almost anyone if they could only be brought into communication with the property.

The ad we read went something like this. When you read our own attempts later you will spot several good features left out of the original Ad. We have disguised it somewhat, but here it is:



## HIGH PARK

\$5,000 down—solid brick, six-room detached with private paved drive and garage. Large, semi-modern kitchen, lovely bedrooms, full-sized dining room and living room with fireplace; spotless oak floors, oil-fired furnace. Only minutes away from High Park and transportation. A real steal at \$16,500. Owner will give possession in six weeks. Act fast, this won't last. Call Mr. .... at XX 0-0000.

John Canuk, Realtor

This house was impressive. Its salient features, beyond the private drive and garage (which any Toronto salesman knows is a good feature) was its location and obvious excellent state of repair.

There are some Toronto readers familiar with this district who will question the word treatment given to our ads which follow. He will no doubt question this because High Park is being settled mostly by ethnic groups of European extraction. Therefore our readers will reason that our approach is over the head of these people.

If this home was in the Parkdale or St. Clair-Dufferin area, we would agree. Europeans usually use this area as a temporary stop-gap until they have enough money saved to move into the better districts, of which High Park is one.

We reason therefore that people shopping for a house in High Park, have been here sufficiently long to understand and respond to our approach.

## HIGH PARK

\$5,000 down hands you the keys to one of west Toronto's lovelier homes; nestled amongst stately, half-century old shade trees which spread their quiet dignity up and down the street . . . and, only four easy-walking-minutes from the Bloor Carline and natural beauty of High Park itself.

The physical aspects of this fine home include: six rooms, solid tapestry brick, detached, oil-fired heat; very dry, neat basement; natural stone fireplace and your own private paved drive and garage.

This lovely home was built by a master craftsman and kept in splendid condition by its owners. Plenty of green lawn . . . lots of flowers, white picket fence . . . a nice setting for sitting outdoors on a quiet summer evening. Brick work, window sash, roof, sidewalks, all in excellent repair. No worries for years and years.

The same care is noticed inside too. The oak floors gleam with that mellow, lustrous patina which only time and a dedicated housewife can give. The

family-sized semi-modern kitchen is sun bright; Mother will have lots of room to move about in this room. Upstairs, a charming set of three bedrooms offers quiet, easy-to-sleep atmosphere . . . lots of clothes closets. If you are people who love wood panelling, you'll fall in love with the dining room. It is panelled in warm, glowing walnut from floor to ceiling. Has its own privacy too—sliding french doors separate it from the living room.

This home was listed only 18 hours ago at \$16,500 but worth half-a-year's salary more. Come see it tonight. Phone Mr. .... at XX 0-0000.

John Canuk, Realtor

The following ad has a slightly different approach. You will note the complete price structure is contained at the beginning of the ad. Further, we attempt to turn a liability into an asset.

We forced attention to the flour bin. Normally, this item could be considered an old-fashioned liability if spotted during an inspection. But, by preparing Mrs. Housewife for this, her mind may be pleasantly affected by nostalgia—something she may remember from her childhood.

## HIGH PARK

only \$5,000 down

\$16,500 is the firm price for this lovely six-room, solid, tapestry brick, detached home with its own private drive and garage . . . yet it is worth four or five pay cheques more!

This home—inside and out—has been kept in excellent condition. It would be hard for the new owner to find work to do.

You will note the quiet serenity as soon as you enter the front door. Chintz curtains in the sunny semi-modern kitchen—mother will love it. Plenty of cupboards (even the old-style pull-out flour bin) . . . a kitchen large enough for a big family. The kitchen floor is tiled but elsewhere, all floors are first grade matched oak, mellowed with well-treated age. Each of the three upstairs bedrooms welcome contented slumber—they're so neat and quiet.

The dining room? The soft grandeur of this room beggars description; chateau-baronial, hand-rubbed wood paneling from floor to ceiling. This room has its own privacy, being connected from the comfortable living room by panelled french doors. You couldn't duplicate this craftsmanship for less than \$1,500 on today's market.

What else? Oil-fired furnace, giving ample heat; snug, dry basement with laundry room and two tubs; wide—cool verandah; two outside taps; white picket fence with border flowers.

All this on a tree shaded street, four minutes from High Park and the downtown street car.

Some fortunate family will get their own keys to this splendid property within six weeks or less. Would you like to see it? We'll take you tonight. Call Mr. .... at XX 0-0000

John Canuk, Realtor

The phrase "chateau-baronial" is our own. This description was coined to accentuate a "package" with the minimum of words; to provide a glamorous setting; even to turn a possible liability into an asset. There are quite a few buyers who aren't interested in a panelled dining room, but do want a house in that neighbourhood. By bringing this out into the open . . . by making that room "live", possibly we may change their reluctance to one of eagerness.

We should dwell on another point for your consideration: Did the mention of "Two outside taps" and "white picket fence" help the copy or hinder it?

Expense? Are these ads too long? Would the cost of one of these lengthy ads attract more calls than four or five smaller ads? These things you will have to determine yourself.

In the use of classified columns, although you are limited to certain sizes of type, there are many other ways of attracting attention to your ad. One of the most salient factors to keep in mind is this: Make your copy as easy to read as possible. The use of bold face caps for body copy is faulty indeed. Try reading a block of solid copy yourself. It poses such a strain, your mind fails to catch the message. Light face lower is the proper body copy to use. Any departure from this should be used with caution.

The intelligent use of white space in another asset. By indenting copy, separating body copy into components, your message is read easily. Another factor to consider is this: When you are calling for a certain size of type, try not to call for the largest possible which will cram into one line.

White space has action of its own. Used sensibly it flows up and around blocks of copy, and permits easy reading; neatness and attention-compelling interest. Lack of white space makes an Ad too 'Busy'.

Continued on page 15

## Blane, Fullerton & White

LIMITED

Realtors, Financial Agents  
Insurance Managers

Business established 1926  
517 Hamilton St., Vancouver, B.C.



## BRAINSTORMING

Here is a good tip for those Realtors who cannot afford the services of an advertising agency or free lance consultant. Why not try the brainstorming method for producing million dollar ideas? Use your staff. Creative excellence comes from the strangest of places sometimes. Poker-faced facades oftime conceal minds seething with creative ideas.

For example: let us say your firm will soon launch the opening of a residential development or even a shopping centre or new office building. Here is what you can do. (enlarge on this list or change it to suit the circumstances).

Prepare a fact sheet. This series of problems will be distributed to your staff and guests. Upon this sheet list the following:

1. selection of name for development.
2. methods of creating a good image amongst:
  - a. town council
  - b. neighbouring residents
  - c. press reporters
  - d. various other publics
3. selection of theme around which we tie our promotion and advertising.
4. what kind of entertainers should we hire.
5. what date and day of week should opening be set?
6. what line should we take to get editorial mention in newspapers, on radio and T.V.?
7. what methods should be used to demonstrate a model home?
8. how can we assist our salesmen on the property?
9. what promotions can we use to impress visitors while examining half-built homes or vacant lots?
10. what kind of buyers might we expect: labourers, factory workers, office personnel, executives?

Now that the sheet has been prepared, distribute one each to your staff and any guests you intend to invite to the session. Warn each one not to discuss the session or divulge any ideas. Tell them the purpose of the coming session would be damaged if ideas are bandied about beforehand.

Give your group two or three days to mull over the problems. The reason for this is startling. When each man reads the sheet the problems sink down into the subconscious which is a deep storage well of experiences, intuition and instinct. Coupled to this is an admixture from a lifetime of reading and absorption of ideas and opinions. Brainstorming will tap these pools for you.

### THE MEETING

The group is assembled, preferably around ten in the morning while minds are still fresh. Each person is asked to destroy his fact sheet and is instead given a blank sheet upon which he can jot down ideas as the meeting progresses, or use it for plain old doodling.

The moderator has previously arranged to have a stenographer available for short hand notes. She is instructed to record everything which follows the theme of the meeting. Superfluous conversation is of course ignored.

The moderator sits in front of his group. At his side is

a bell. He warns the group that only positive thinking is acceptable. Otherwise he will interrupt by ringing his bell.

He warns that he will also ring the bell if anyone scoffs at any suggestion from the floor, or laughs at any idea advanced.

One other purpose of the moderator is to keep the affair going at a fast, enthusiastic clip.

### ACTIVATION

The group is now ready to begin. The moderator reads out the first question: "What is a good name for our development?"

Back come the answers: "How about Jefferson Heights?" Another says, "How about Jefferson Valley?" From another, "I like Ripple Valley!"

You will note that the initial response got two take-offs from the original idea.

That is the purpose of this type of session. One response starts a man thinking along lines he hadn't thought of before. This shows the value of powers of association.

When the moderator brings the meeting to a close—perhaps to be continued another day—all notes taken are analysed. From this a pattern for overall promotion and public relations will develop.

Try this method. It produces a good cross-fertilization of ideas. Further, it induces esprit de corps amongst your staff. The latter is obvious because each man has now become an enthusiastic, integral part of the development.

## DEALERS WANTED

We wish to appoint a number of franchised agents to sell our 15,000 WATERFRONT homes on Florida's beautiful west coast.

We will supply displays, literature and other material to those real estate brokers selected.

A courteous staff at the site, will handle your protected customers. A liberal commission arrangement will be made. Call, write or wire for full information about fabulous:

**Flor-A-Mar**  
**GULF HARBORS**

**FLORAMAR DEVELOPMENT CORP'TN**  
(FLORIDA GULF HARBORS INC.)

203 N. Michigan Ave.

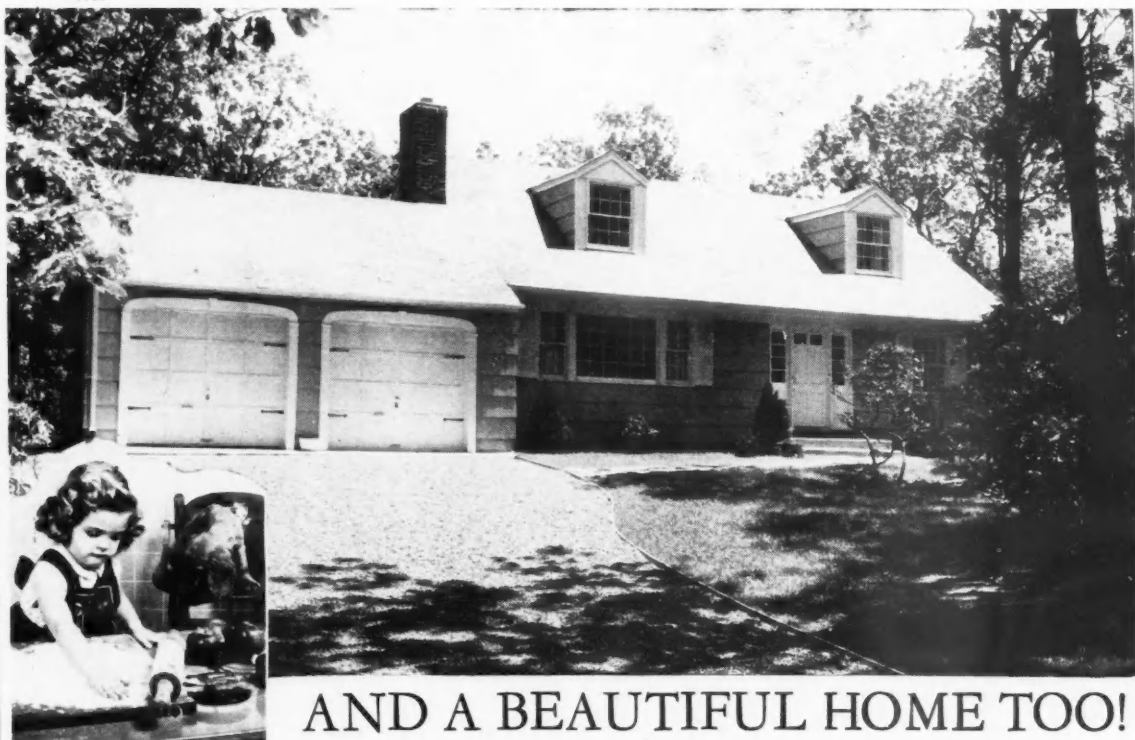
Chicago 1, Illinois

ANdover 3-6614

The layout on opposite page arouses several emotions; the most efficacious being parental love. Because of the strong impact presented by the young lass, this combination could be repeated over and over without fear of dull repetition. All copy and type was chosen to beam in on the young executive wave length. Assurance of good construction is created by shield and motto: "Ease with dignity". Honesty is also reflected in the shield. Note the ease in which the eye can scan all portions of layout without irritating interruption.

*Forestville  
circle*

GIVES YOU DIGNITY  
WITH EASE OF LIVING



AND A BEAUTIFUL HOME TOO!

Out here (only 28 minutes from Metro), hundreds of trees lift plucking fingers into the clean, sweet breezes newly-arrived from Caledon Hills. Rugged oaks, politely disdainful of slender birch grouped in gossip; towering Lombardy poplars dressed in regimental line . . . all pleasantly aware company is coming to settle down.

**Forestville Circle** promises this natural tranquility plus homes so well-built each fairly breathes comfort, dignity, dependability. Functional beauty is expressed in every single feature: floors, cabinets, sparkling bathroom utilities (quality products all); closets, quiet easy-to-sleep-in bedrooms; spacious and charming living rooms, each with natural stone fireplace. And, outside, fifty-five feet of grass-carpeted property alive with sun-dappled shadows from your own trees. Your property goes back one hundred and fifteen feet! And, this sylvan setting quite close to shopping, good transportation and schools!

Prices start at \$16,650 for the lovely **Burntree** — a 3-bedroom, two-storey beauty at \$1,665 down — to the ultimate in good living, the splendid split-level **Townsend** — seven rooms of choice space (4-bedrooms, 2 bathrooms, 2 garages) going for \$26,500 with \$6,900 down. There are 12 other styles, custom designed by an award winning team.

#### MOVE WESTWARD —

Come to **Forestville Circle** tonight . . . right after the dinner dishes are tucked away. Bring your family and take your own private tour of Forestville. Later, stop in and see our two model homes. We think your family will say: "Daddy, let's live here!"

Enjoy your ride out 409 to #14,

turn north 3 miles to our signs. A

welcome awaits you and your family!

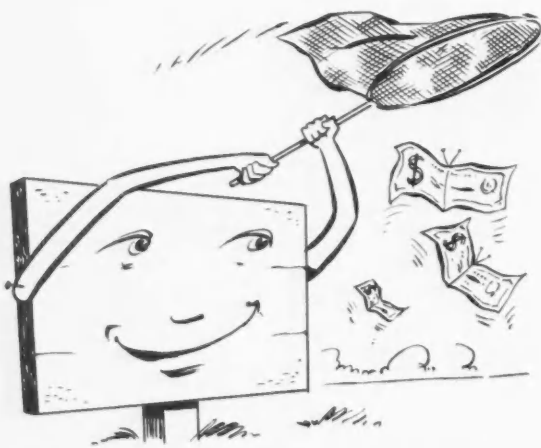


**John canuck & sons**

MASTER BUILDERS SINCE 1928



# what's in a sign?



Signs are like people. They can shout and sing; or beckon mutely. They have individual magnetism or dull personalities. They're dynamic or sullen; drab or gay. They're blatant or dignified; oppressive or appealing . . . and they all reveal something of their owners. How does your sign sell you?

"What's in a sign?" questions an article printed in "Money Making Ideas", a bulletin published by the National Institute of Real Estate Brokers. The article to which we refer was printed in October, 1957.

Along with other information, the bulletin contained testimonials from various American Realtors attesting to the value of signs outside listings. Emerson B. Read, The Keyes Company, Miami, Florida said, "There is no medium which sells real estate faster than a sign!" Signs are silent salesmen 24 hours a day; and they not only produce sales . . . they also get higher prices!"

Every salesman in the Keys firm is protected on sign calls. Listing salesmen, not floor men, get all calls originating from a sign.

Mr. Read claims that 50% of all sales can be traced to signs. He states, logically, "I have sold homes to people who, up until the time they saw one of our signs outside a listing, hadn't even thought of wanting another home."

"And too," he says, "a sign will stimulate an entire neighborhood. Quite often, people living in the area do not know that a certain house is

up for sale, yet they have been asked by their friends to let them know when a house near them is available." All this causes a chain reaction, claims Read.

"Sold Signs" result in additional business by attracting other listings, Mr. Read asserts. He said that the evidence you have been successful with the sale of one house in the neighbourhood usually bears favorably with the neighbors.

Elsewhere, Thomas O. Myers of Elmhurst, Illinois says, "We are getting as many, if not more replies from our signs than our advertising in metropolitan newspapers. We find it easier to work with a customer — who has been attracted by a sign on our listing — than one who has a newspaper in his hand. We can reasonably assume that he is satisfied with the outside appearance of the property and its location."

Geometric designs, colors and wording play an important role. Your sign either has impact or not, depending on these factors. If you crowd your message so that it is difficult to read at even thirty or forty feet, then you have wasted some of the impact. Signs should be easily read. Further, the geometric pattern should be such

as to establish a firm's identity, immediately it is seen.

On these pages you will find illustrations good and bad. Compare your sign with these. Does your sign stand out? Is it easy to read without irritating eye strain? Can it be read from a moving car in dull weather? Does the sign lend to the image you wish to create: that of a broker with houses for sale?

Don't be complacent or fatalistic about a mediocre sign. If you have one, don't be stuck with it simply because of the attitude, "I've had it for a long time . . . everyone knows it by now." That is not the case. Prospective customers never remember signs, unless they are outstanding. A sign is more than just announcing that a certain listing is for sale. It serves a

**NOW — AT**

**LOW LOW PRICES!**



**SIGNS**

Made by Dutch mastercraftsmen! Specially weather-proofed!

As an example, we will reproduce your present sign for as low as:

<p>2' x 3' — 1/8" masonite 2 colours &amp; background \$1.20 ea. per 100 Tax Inc.</p>	<p>18" x 24" — 1/8" masonite 2 colours &amp; background 65c ea. per 100 Tax Inc.</p>
---	--

(Fluorescent colours no extra charge)

Shipments from coast-to-coast

Write today for free catalogue

**Canadian Signs**

14 Grey St.      Brantford, Ont.  
Plaza 3-7657

dual purpose. Its other reason for existence is its institutional value. Its image is retained in the sub-conscious where it remains until such time as the viewer himself decides to buy or sell a house. That may not be for a year or two . . . but, if a good sign can do this . . . why not?



Every motorist is trained to recognize a "Stop" sign. Mann & Martel, Toronto Realtors have cashed in on this premise by designing their sign in the familiar octagonal shape. Its a real attention-getter. RIGHT: Dave Conger infuses his sign with a story book atmosphere. It is quaint, pleasant and memory-provoking.



If you intend to follow a "blocky" format, care must be taken to see that the sign doesn't become "too busy". If you crowd message impact is lost. Although the above message is fairly easy to read in its present black and white form, the use of wrong colours will reduce readability.



LEFT: Power of association is bought forcibly to our attention by the Pointer-Coon & Wood sign. Another thought-provoking layout. ABOVE: The Triezenberg name is accentuated by pine trees. William Fysh, another Toronto Realtor uses power of association to establish a corporate image.

#### Colour Chart

The proper use of color assists the impact or readability of a sign or billboard. In order of impact, the best dual-color combination is: Black on yellow, green on white, red on white and blue

on white. A red on green is a poor combination, particularly bad for many people who are color-blind and cannot distinguish the contrast.

## Profile

CAREB Regional Vice-President  
for Provinces of Nova Scotia and  
Prince Edward Island



C. F. Whynacht, F.R.I., A.A.C.I.

Cec Whynacht was born and raised in Lunenburg, N.S. He comes from a seafaring family. His father was one of the last Nova Scotia skippers in the days of sail. Although oftentimes tempted by the sea (he took several trips with his father) fate indicated otherwise and he remained a landlubber.

Mr. Whynacht received his education in Lunenburg and the Maritime Business College in Halifax. He left school in 1939 to join the West Nova Scotia Regiment and proceeded overseas with the First Div. as a sergeant. He was commissioned in 1942 and rose to the rank of Major before discharge in 1949. The late King George VI presented him with an M.B.E. at Buckingham Palace before he returned to Canada in June 1946.

After a short stint as real estate salesman in Toronto, Cec. returned to Nova Scotia as a salesman for Town & Country Ltd. Later he became their sales manager, then just before leaving to start up his own brokerage business, he became the firm's General Manager.

His business now has grown to encompass residential, commercial and industrial sales, as well as property management and expropriation work connected with the re-development of Halifax. He also does considerable appraisal work throughout the province.

Mr. Whynacht has been active in organized real estate for a number of

Continued on page 25





## in Inverness the only thing quieter than one of our evenings is a Rolls Royce

It's been said that in a Rolls Royce at 60 miles an hour all you hear is the tick of the clock. Now we admit there's a bit more than that to an Inverness evening. But not much. Among the birds, a few stay-up-lates call time on daylight. The leaves definitely rustle. And crickets, depending on the temperature, are more or less busy. But in all, it's a soft sound and welcome.

Of course, life in Inverness is as quiet or as full as you wish to make it. We have our own private golf club, swimming pool, tennis courts, bridle paths and a five-acre playground. The latter for the smaller, noisier set.

Inverness homesites are all naturally rolling. Each is at least one acre. Many are handsomely wooded. And every one is reached by winding black-topped roads.

Won't you come out for a quiet tour of Inverness soon? Find out how wonderful life can be just 35 minutes northwest of Chicago between Palatine and Barrington.

Drive out to Inverness this weekend! Come to the Rolls office (see below), the distinctive landmark on Lincoln Road just west of Northwest Highway (Route 141) between Palatine and Barrington. Inverness is just opposite to the Northwest Toll Road.

At Inverness this weekend... An exclusive new 3 (or 4) bedroom Dutch Colonial—one of the most distinctive and interesting of traditional designs. Brick entrance hall opens into main room with wood-burning fireplace. Separate handsomely paneled dining room. A fully-equipped kitchen (just what the lady wants!) with adjoining breakfast area. A "no-mess-one-it" paneled den also ideal for any bedroom or guest room! has adjacent terrace side porch. On the second floor are 3 lovely bedrooms with 2 additional ceramic tile baths. Master bedroom has walk-in closet and all have an abundance of closet space. Utility room on ground floor. Large basement. Overlaid 2-car garage. This home, shown below, ready for immediate occupancy! is an architectural masterpiece... an outstanding value... on 1 1/2 acres at only \$52,500! \*Includes heat and furnace (gas)



Other models, some new and some excellent examples of traditional design, are for sale at the Inverness office. Call for details. Inverness is a beautiful community with a large average 1500 sq. ft. wooded lot.

## Arthur T. McIntosh & Company

Developing Chicagoland Since 1907

1401 West Madison Street, Chicago 2 • FRanklin 2-2040 • Inverness office phones: FLauders 9-1276 or 9-1851

THE ABOVE ILLUSTRATION shows how association of ideas can be used to good advantage in the preparation of copy. Waldie and Briggs Agency of Chicago prepared this series for Arthur T. McIntosh & Co. who are developers of a prestige residential area northwest of Chicago. Homes range from \$38,000 to \$52,500. (see story below).

## POWER OF ASSOCIATION

We found a veritable gold mine in the August 14th issue of Advertising Age. While perusing that journal we discovered an illustration of Arthur T. McIntosh's fine advertising layout. It is a quality Ad designed to pre-sell Chicagolians on the lovely tranquility of exclusive Inverness. The co-incidence is startling. If you refer to our article on page 6 or go back further to our March, 1959 article, you will note certain passages dwelling on association of ideas. Waldie and Briggs Agency, who handle the McIntosh account obviously hold to this premise. Note their reference to Rolls and the clock. The results reflect a prestige image.

The Inverness copy reads:

"In Inverness the only thing quieter than one of our evenings is a Rolls Royce.

"It has been said that in a Rolls Royce at 60 miles an hour all you hear is the tick of the clock. Now we admit there's a bit more than that to an Inverness evening. But not much. Among the birds, a few stay-up-lates call time on daylight. The leaves definitely rustle. And crickets, depending on the temperature, are more or less busy. But in all, it's a soft sound and welcome.

"Of course, life in Inverness is as quiet or as full as you wish to make it. We have our own private golf club, swimming pool, tennis courts, bridle paths and five-acre playing field. The latter for the small, noisier set.

"Inverness sites are all naturally rolling. Each is at least one acre. Many are handsomely wooded. And every one is reached by winding black-topped roads.

"Won't you come out for a private tour of Inverness soon? Find out how wonderful life can be just 35 minutes northwest of Chicago."

The above layout offers efficacious evidence that an idea for a real estate ad need not be mimicry of other stylized real estate ads. Creative Ad writers will find the glimmering of a good idea from constant examination of Ads portraying goods ranging from tin tacks to the more bulkier elephants. Remember: the power of association is your biggest asset.

## UNION DISPUTE AIRED

(From NAREB Realtor's HEADLINES—3/6/61)

In a far-reaching decision and order last week, the National Labor Relations Board dismissed a complaint before it, which action had the effect of upholding members of the Seattle Real Estate Board in their defense against the efforts of the Teamsters Union to require that real estate salesmen join that union.

The complaint had been brought by the union charging unfair labor practices by the real estate brokers. The brokers challenged the jurisdiction of the NLRB over the real estate brokerage business.

In its decision, the NLRB upheld the recommendation of the trial examiner that "... even if legal jurisdiction were shown, none of the Board's (NLRB) existing discretionary jurisdictional standards is applicable to the business engaged in by the respondents ... The establishment of a new standard applicable to the real estate brokerage business is not warranted ... At best (it has) only a remote relationship to interstate commerce."

Unless appealed to the courts, the order of the NLRB was expected to bring to an end a three-year struggle between Realtors and the union effort to enforce Teamster Union membership upon real estate salesmen.



"They're asking 17 ... er ... \$75,000!"



## CLASSIFIED —

Continued from page 9

We cannot — even remotely — cover the entire field of classified ad techniques in this article. Most Canadian newspapers have printed educational material which is available for your use. Phone the classified Ad manager of your newspaper and ask him for a complete rundown on all sources of information open to him. Ask him if you might borrow his material, or at least, where he obtained it, so that you might purchase one or two books or booklets on this subject.

\* \* \*

There is one closing observation we would like to make. No matter how many calls your advertising brings in, it is what you do with them that counts in the final analysis. A poor salesman could do less business from hundreds of calls off a full page ad, than a good salesman might with one lukewarm call from a two line ad.

You will get the calls from good advertisements. It is entirely up to you what you do with these. The purposes of this article was not to teach you to sell . . . but only to increase the amount of business you might expect when you do advertise . . . properly!

W. R. Blend, in his article "Write Human Interest Copy", as published in The National Real Estate and Building Journal (copyrighted, 1950), concluded his article with these words: "The more naturally you tell it, the easier you sell it". And, "The more you tell, the quicker you sell".

Do you tell enough?

C.A.R.E.B. has a booklet that gives some excellent tips. Send in \$2.50 to The Canadian Association of Real Estate Boards, 20 Eglinton Ave. East, Toronto 12. Ask for: "The Broker's Ad Writer". (Please allow 30 days for delivery).



### SUMMER PIRATES

Another Canadian Realtor has swung to the romantics to sell off a summer cottage and site development. (See Protection Island article in The Canadian Realtor, November, 1960)

E. A. Mitchell, a Brampton, Ontario Realtor, who heads Mill Run Developments Ltd., has captured the appeal of medieval pirates to create an exotic setting. His firm has labelled several features — on a newly-purchased lake on the south periphery of the Muskokas — with names such as: Hook's Point, Blackbeard Falls, Nassau Bay, Treasure Island, Eagle's Roost, Cutlass Point, etc.

The 600-acre purchase around  $\frac{3}{4}$ 's of the lake is sub-divided into 75 lots ranging from \$800 for a 107' site to \$2,940 for 294'. Although average footage runs around \$13 per front

foot, some lots have been reduced to as low as \$8 per foot, due to land and beach conditions.

Pirate's Cove (which is the temporary name of the lake until an official one is chosen and registered) originally had a slightly unpleasant connotation. It was called Leech Lake by cartographers. For obvious reasons the name is to be changed.

Mill Run Developments Ltd. will also sell a package deal with site and "Buccaneer" pre-fab. cottage running from \$1,745. Down payments for this package (cabin 22' x 16' unassembled) will be \$174.50 and payments at \$30.75 per month — P.I.T. included — amortized over seven years.

E. A. Mitchell reports that 10 sites have been sold in a two-week period project commenced August 1st.

The development, which is 16 miles East of Bracebridge, will be serviced by representatives of Shier Real Estate Ltd., Bracebridge.

### To: CANADIAN INSTITUTE OF REALTORS,

20 Eglinton Ave. E., Toronto 12, Ont.

I hereby apply for enrolment in the Institute's Course of Study to be presented through the Correspondence Division of the University Extension Department, University of Toronto, and commencing September 30th, 1961.

- ☐ I enclose \$100 as payment for the 1st Year's Course
- ☐ I enclose \$100 as payment for the 2nd Year's Course
- ☐ I enclose \$100 as payment for the 3rd Year's Course

I agree to conform to the conditions of enrolment as set out in the syllabus issued by the Canadian Institute of Realtors. I am aware that fees cannot be refunded.

Fill in Education and Experience — See overleaf.

Signature.....

## MONTHLY CO-OP REVIEW

## 2-PRONG PLAN SALES STIMULUS

A few months ago, The Toronto Real Estate Board was casting about for a panacea to bolster lagging co-op sales and reduce processing costs for photo co-op listings. The board of directors came up with two ideas: the first—as a result of a budget-control analysis—was beamed at reducing the flood of over-priced listings which were placed on TREB'S books at \$5 per listing (considerably below operating costs per unit). TREB had hitherto been forced annually to attempt a forecast analysis (for budget purposes) using as a base the \$5 listing fee plus a fractional percentage of each listing, when and if it sold. It was a cumbersome chore for the financial committee.

The second idea advanced was a contest to stimulate co-op sales in a temporarily depressed market.

Both schemes proved out beyond the most sanguine expectations. TREB's \$10 flat fee per listing was so successful, the cost per unit has been reduced to \$8 per. At the same time the board's ratio of listings to sales has crept closer, proving that broker-members took heed of their liabilities by encouraging their salesmen to list at more marketable prices. In effect, the plan discouraged the dumping of unmarketable listings on the photo co-op market.



Ted Kostuch of Aloï Bros. was winner of TREB's first "Gold Rush" listing-sales contest staged this summer. He received 28 gold sovereigns (worth \$10 each). Prizes totalled 225 gold sovereigns.

The scheme has three interesting and highly favourable side-effects: it backed up TREB's advertising promises to the public that listing in the photo co-op pool was a good merchandising procedure; it gave the financial committee a fairly easy task in forecasting fiscal year budgets; and finally, under the new set-up the list-

ing broker is allowed to recover his \$8 listing fee by assessing this amount to the selling broker when a listing is sold. It is obvious that a good listing salesman now has the proper tools to carve a good living, without adding extra costs onto his broker-employer's books.

*Continued on page 22*

**APPLICATION FOR ENROLMENT:** Print in block letters, or type.

Name .....

City .....

Home Address .....

Province ..... Age .....

**Do you belong to a Real Estate Board** .....

Name of Board .....

EDUCATION	Year Attended	Did You Graduate	Certificate or Degree
High School .....			
University .....			
Business Schools .....			
Special Courses .....			

## EXPERIENCE

### Present Employer, Address, and Nature of Business

### Present Position .....

Years of Experience in the real estate business .....

# MONTHLY CO-OP STATISTICS FOR JULY 1961

YEAR TO DATE COMPARISONS					MONTHLY COMPARISONS								
Board Position Determined by Sales-Listing Ratio Year-to-Date	GROSS SALES			LISTINGS — SALES			GROSS SALES			LISTINGS — SALES			Population in Thousands
	1961	1960	Percent L or G	Listings 1961	No. Sales 1961	% Sales to Listings	This Month	Same Month Last Year	Listings This Month	Sales This Month	% Sales to Listings		
North Battleford	236,350	310,700	-24	88	43	49	64,500	42,600	10	6	60	11	
Fort William	875,775	550,000	59	240	100	42	153,300	90,350	39	19	49	45	
Toronto	90,614,017	97,481,362	-7	14,465	5,641	39	14,419,688	13,277,378	2,015	875	43	1,500	
Sault Ste. Marie	735,410	364,450	101	185	70	37	125,400	43,000	27	9	33	45	
Central St. Lawrence	771,140	858,950	-11	184	68	37	147,300	134,500	34	14	41	38	
London	9,486,617	9,423,876	1	2,124	759	35	1,134,336	1,640,755	290	106	36	162	
Greater Niagara	882,029	870,074	1	247	83	34	164,525	357,000	29	14	48	50	
Winnipeg	20,399,203	19,389,218	4	4,493	1,516	33	2,594,125	2,683,555	547	200	36	398	
Moncton	326,880	82,900	39	92	32	33	40,900	82,900	10	4	40	55	
Ottawa	14,022,462	12,368,705	13	2,332	752	33	2,475,235	2,460,420	295	143	48	259	
Sarnia Lambton	1,738,475	1,955,600	-11	431	141	33	325,300	301,700	66	24	36	48	
Owen Sound & Dist.	497,025	308,000	61	147	49	33	83,500	42,700	23	10	43	17	
Kitchener-Waterloo	5,949,292	5,957,240	-	1,417	448	32	884,650	814,750	140	68	49	89	
Victoria	5,259,891	4,860,894	8	1,834	598	32	895,465	679,712	242	90	37	126	
Orillia	656,165	1,086,092	-30	240	79	32	116,400	185,800	50	14	28	25	
Galt-Preston-Hespeler	1,271,883	1,114,647	14	329	119	32	205,575	199,300	60	19	32	27	
Brantford	1,864,978	2,284,930	-18	579	183	32	325,528	358,400	72	31	43	60	
Hamilton	23,894,194	24,887,110	-4	6,343	1,907	30	3,656,740	3,492,250	948	294	31	260	
Guelph	742,200	723,450	2	200	60	30	165,000	82,900	33	13	39	32	
South Peel	2,572,736	2,227,550	15	490	140	29	516,600	394,300	45	28	62	45	
Oshawa and District	1,924,070	1,739,716	11	590	169	29	447,350	373,375	106	38	36	60	
Saskatoon	2,859,011	2,664,800	7	916	263	28	319,520	304,755	138	29	21	93	
Prince Albert	638,183	395,700	61	269	78	28	108,650	59,800	48	13	27	21	
Oakville-Trafalgar	1,815,420	1,353,400	34	377	101	27	421,480	224,100	50	21	42	30	
Halifax-Dartmouth	1,438,580	655,550	119	300	82	27	268,500	113,800	75	19	25	200	
Chatham	269,600	230,750	17	93	25	27	51,900	59,250	25	4	16	30	
Montreal	22,612,151	19,405,221	16	3,796	995	26	2,427,490	2,817,885	490	109	22	1,600	
Calgary	12,621,279	13,228,761	-5	3,608	919	26	1,310,950	1,567,103	447	107	24	230	
Tri-County	500,250	400,397	25	135	33	25	81,000	29,000	11	4	36	20	
Windsor	1,469,075	1,962,121	-34	575	145	25	248,400	266,050	102	26	26	175	
Peterborough	1,118,150	1,481,600	-2	485	121	25	146,150	254,400	75	20	27	45	
Regina	2,749,939	3,087,525	-19	937	240	25	351,800	463,080	120	30	25	100	
Sudbury	1,105,800	474,291	133	311	77	24	108,000	64,991	49	8	16	76	
St. Catharines-Niagara	1,080,425	1,834,921	-4	553	126	23	198,550	243,645	72	20	28	84	
Lethbridge	403,464	547,856	-26	132	30	23	62,850	139,570	14	5	36	35	
Okanagan Mainline	3,087,528	2,325,900	32	1,256	277	22	503,463	301,138	184	52	28	70	
Simcoe and District	449,639	557,125	-19	123	28	22	66,714	56,450	23	8	34	25	
Nipissing (North Bay)	489,174	—	—	199	39	20	51,924	—	35	5	14	35	
Edmonton	6,032,477	6,004,171	—	2,380	488	20	961,938	899,900	370	77	20	284	
Westminster County	4,510,745	4,287,350	5	2,345	442	19	810,435	418,876	321	79	25	115	
Welland and District	375,300	344,950	9	191	34	18	71,950	92,450	32	7	22	40	
Port Arthur	261,800	367,860	29	115	21	18	51,100	86,800	21	4	19	49	
Orangeville	150,650	44,900	235	75	12	16	26,700	Nil.	16	2	13	10	
Cent. Alta. (Red Deer)	158,846	292,660	40	111	18	16	29,000	44,200	26	3	11	19	
Brampton	362,040	539,825	-32	129	19	14	7	7	13	7	53	25	
Cornwall and District	139,400	315,400	-56	123	13	11	10,000	10,750	14	1	7	31	
TOTALS	\$336,799,280	\$242,848,498		56,584	17,583	22	\$37,329,888	\$35,934,345	7,852	2,679	19		

## TRY THE LIGHT TOUCH

Prentice-Hill, Inc., one of America's largest book publishers puts out a newsy little folder entitled: "Real Estate Opportunities". The material usually has a few good tips on Advertising & Promotion.

Here is a clipping which tells you how to get a better grip on the market. The article starts off:

"Let's face it. Real estate ads are not always the most stimulating reading that a newspaper has to offer. A prolonged search through the classifieds can leave your prospective clients as numb and as glassy-eyed as a weary motorist after an all-day drive through a stretch of flat, unchanging countryside.

### ADVERTISING TIP:

*Freshen up your ads a bit. Blunt honesty mixed with humor will have the same effect on the reader that a fine roadside park has on the tired tourist. He'll stop and rest a while to see what you have to offer.*

**Use your wit.** A different type arrangement or a catchy headline will snag the reader's attention. But humor will give him something to remember you by. It can sweeten a bitter fact and, like sugar coating on a pill, make it more palatable.

Public relations man Ted Worner (he's head of Ted Worner & Associates, New York City) successfully rented a renovated apartment house he had bought in an unpleasant neighborhood on a street ripped-up for extensive repairs.

He called these bad points to the reader's attention in his copy. Prospects arrived already prepared for "an ugly but neighborly plant near-by", and a "slightly beat-up street" that "will get better, it can't possibly get worse."

The apartments had many fine points: extra-large rooms, spacious closets, modernized kitchens and bathrooms. But to most people these were offset by the absence of elevators.

Worner capitalized on this by appealing to those "in the market for exercise and reasonable rent." One classified asked, "Did you know that walking upstairs is just as good for you as 9 holes of golf — and isn't nearly so expensive?" Even the top-floor apartments went after that joint appeal to the muscles and the pocket-book.

**Prepared for the worst.** Burton Immen of Arlington, Vermont, was equally frank — and equally successful — in selling a poorly furnished Colonial farmhouse.

His ad first stressed the many advantages of the property, then ended like this:

... All household furnishings are included but they are pretty bad: three-piece living room set complete with moths, 5 beds, 5 dressers, space heater, droopy refrigerator, etc. The owner does not want the junk, either, so the price would be the same with or without furnishings.

You can bet the prospects felt no sudden letdown on being shown through that house. Immen had prepared them for everything, right down to the moths.

### WHAT TO DO:

*Don't be afraid to face unpleasant facts about a property that still has much to offer. Hard truths can sometimes be softened if treated lightly. But don't overdo it! Humor is best used sparingly, and only on properties of limited appeal."*



## IT'S DYNAMITE!!

The Biggest Deal  
Since Adam Was a Pup!

SEEING IS  
BELIEVING!

- 55' TREED LOTS
- SERVICES IN
- 2-3-4 BEDROOMS

VISIT  
OUR  
MODEL  
HOME  
TODAY!

FROM  
ONLY

# \$1565

DOWN

14 STYLES AVAILABLE

## 1 N.H.A. MORTGAGE

PRICES start at: \$15,650 to \$26,500. Splits,  
ranchers, 2-storeys.

**DON'T HESITATE—**

Come out and inspect our development tonight. Take highway #409 to #14, turn north for 3 miles to our signs.

## JOHN CANUCK & SONS

FORESTVILLE CIRCLE

"Canada's Smartest Development"

There is a school of thought which insists heavy boxcar type is essential if a daily newspaper display Ad is to stand out from the pack. The above Ad is actually a conservative specimen of this ill-advised premise. We have seen far more flagrant examples within the last six months.

Note the bad mixture of type families; the unnecessary large signature; the arresting enclosures which do not permit eye flow; the blatant attempt to be witty. The only emotion aroused here is one of irritation. Sub-consciously the mind would create its own poor image of the property. The only redeeming feature is the illustration. (By the way, our printers didn't make this layout as blatant as we would have wished!)

## MAGAZINE BINDERS

Here is a good glossy, manila 3-hole binder available to file copies of your Realtor magazine. Holds 12 or more issues!

# 75¢

each



Order from:

Canadian Association of Real Estate Boards  
20 Eglinton Ave. East, Toronto 12

HUDSON 1-5191



"Electric heating?  
**Sure!**  
**It's easier**  
**to install,**  
**labour costs**  
**are lower**  
**and customers**  
**like it!"**



*A Hydro salesman, Basil Darling discusses plans for electric heating in homes to be built in North Bay with builder salesman Harold Vosburg (right).*

That's the opinion of Harold Vosburg, Sales Manager for Hill-Clark-Francis Ltd., and he should know. He's been in the building business for 18 years and has a reputation for keeping on top of what's new and better. ■ The company is planning a number of homes for the North Bay area. Their second electrically heated house was built for a doctor who, incidentally, specified electric heating. This further reflects the rapidly growing builder and buyer preference for this most modern heating system. Customers like its absolute silence, cleanliness and its room-by-room control. ■ In the interest of better electrical living, these homes, like the others planned, meet Gold Medallion and Triple Seal standards. Baseboard heating units are being installed. ■ To sum up, builders like electric heating from a straight cost and profit point of view. And they find home owners like it for conveniences not provided by any other form of heating; *SO HOMES SELL FASTER.* ■ For these practical reasons, we suggest you call your local Hydro office for complete details and professional planning assistance.







## Association of Real Estate Boards

### PRESIDENT'S REPORT —

It is a pleasure to report to you again on the activities of your Association. Unfortunately, a conflict of deadline and meeting dates recently has prevented me from reporting in every issue of *The Canadian Realtor*; however, I will attempt to cover in this report as many items as space will permit.

Since my last report an Executive Committee Meeting and a Directors' Meeting were held on June 1 and 2 respectively, and another Executive Committee meeting July 28th.

An excellent attendance of 42 persons at the Directors' Meeting of June 2 is indicative of the interest taken in your Association's affairs by your representatives.

One of the most pleasant aspects of this meeting on which to report was the finalizing of arrangements for the moving of the joint offices of C.A.R.E.B., C.I.R. and O.A.R.E.B. from 109 Merton St., Toronto, to newer and more modern accommodations at 20 Eglinton Ave. East, Toronto. Our Executive Secretary advises that a telephone has been installed in the new board room especially for the convenience of out-of-town members who have business to transact in Toronto. As long as no meeting is in progress this room is at your disposal, so why not drop in and make use of these facilities when you have an opportunity.

As the result of a suggestion made by the Hamilton Board your Resolutions Committee proposes to submit any suggested resolutions received during the year which are approved by the Executive Committee—to all member boards—for consideration prior to the annual meeting. This will allow them to give instructions to their voting delegates. This proposal is only workable if suggested subjects for resolutions are submitted much earlier than in the past and its success is dependant upon the co-operation of members and member boards alike.

The Education Committee's plans for three trial courses in the fundamentals of real estate are almost complete and I understand that one course will definitely be held in Sudbury during October. By the time you read this report two other courses in eastern and western Ontario will no doubt have been confirmed. All boards in the vicinity of the centre where the course is held will be receiving pertinent information from our Executive Offices and I would urge you to make the most of these opportunities to educate your new salesmen in the up-to-date methods of our vocation. Perhaps some persons who are not new to the business would also derive considerable benefit from attending these courses given by the Educational Director of the T.R.E.B. If the sessions arranged for this year are successful, the Association is hopeful that something of a more permanent nature—on a continuing basis—may be planned.

Due to its provincial nature, Legislation and License Law quite naturally demands a great deal of attention and I am sure you will agree with me after you pursue the following, this is exactly what it is receiving.

Your Legislation and License Law Committee at the moment is working on the following projects:

#### 1. MUNICIPALITIES PAYING COMMISSIONS ON THE SALES OF MUNICIPALLY-OWNED LANDS.

This item has been the subject of much research since an article appeared in the *Canadian Realtor* some time ago to the effect that municipalities could not legally pay commissions. As far as we can ascertain, there is nothing in the Municipal Act which either allows or prevents municipalities making commission arrangements with Realtors and a Toronto district municipality has recently been advised by the Department of Municipal Affairs that commissions may

#### Executive Committee:

K. S. Raven, F.R.I., Kingston, President  
E. B. Fleming, Sault Ste. Marie, Vice-President  
P. H. McKeown, Ottawa, Past-President  
O. K. Teetzel, Secretary, 20 Eglinton E., Toronto

#### Regional Directors:

W. S. Evans, London; A. C. Kilgour, North Bay;  
E. A. Mitchell, F.R.I., Brampton; Lloyd Randall, Brantford; W. P. Ristow, Oshawa; R. E. Sanderson, Port Credit; C. Gordon Todd, Hamilton; A. Wiebe, Kitchener; Roy Wymark, Ottawa.

be paid on sales of municipally-owned industrial lands but that Department Approval would be withheld "if the net amount realized after payment of commission did not represent a fair market value or rental, as the case may be." The Committee will be reporting further on this matter at future Executive Committee Meetings.

#### 2. DEPARTMENT OF HIGHWAYS REGULATIONS CONCERNING REAL ESTATE SIGNS.

This subject was brought up for investigation by the Toronto Real Estate Board and we are presently attempting to arrange a meeting with Department officials to discuss these regulations and impending revisions of them.

#### 3. SELECT COMMITTEE ON THE MUNICIPAL ACT AND RELATED ACTS.

All member boards have been circulated in this connection with the request that any submissions be forwarded to the special sub-committee which will be preparing the brief on behalf of the Association.

### *goodwill advertising specialties*

Manufacturers & Distributors of a very large selection of Promotional Advertising specialties and Gifts, especially designed to meet the requirements of the Real Estate Trade From Coast to Coast. Consult our advisory department.

**ACME RULER  
& ADVT. CO. LTD.**

512 Rhodes Ave. Toronto

The Select Committee of the Legislature is studying several Acts—the majority of which are of great importance to realtors—and I cannot emphasize too strongly the importance of each member board making suggestions for consideration by the Association's special sub-committee. The Toronto Real Estate Board and the Hamilton Real Estate Board are both reviewing the Assessment Act and I am sure that this will result in many helpful suggestions being made to assist our sub-committee.

The Standard Forms Committee has completed a review of the *Farm Property Listing Form* and is presently working on revisions to the *Sales Record Sheet*. Certain mortgage forms are also under consideration and may well be adopted as standard forms of the Association.

The Policy Planning Committee at the Directors' Meeting of June 2nd, recommended the following policies to be pursued by the Association and these were adopted by the Board of Directors:

#### 1. EDUCATION

- (i) It shall be the immediate and continued policy of O.A.R.E.B. in the educational field that:
  - a. A campaign be initiated to see that every Board examines its new members (active and associate) on the educational manual.
  - b. At the same time all boards should be encouraged to make it mandatory that all new applicants purchase or be supplied with the educational manual.
- (ii) A program of lecture courses be pursued sending the lecturer to boards as requested and that lecture courses be set up on a self-sustaining basis.
- (iii) Continue to encourage a program of University lecture courses.

#### 2. CONVENTION

That the Association establish a policy of holding its annual convention at Toronto unless another city can establish that it can accommodate all meeting facilities and the bulk of personal accommodation under one roof.

#### 3. MEMBERSHIP

It shall be the policy of this Association to discourage local boards creating unhealthy barriers to membership with initiation fees that are too high. The membership committee should review our statistical reports with a view to drawing conclusions regarding an appropriate formula for initiation fees.

#### 4. APPRAISAL COMMITTEE

It is recommended that an appraisal

committee be formed as a standing committee of this association with a view to:

- a. Establishing liaison with all groups concerned with appraisal.
- b. In consultation with the Education Committee seek means of indoctrinating our members with appraisal fundamentals.

These policies, of course, do not represent all the objectives of the Association but are merely additional guide-posts, some of which have already been attained.

Mr. Lloyd Found, M.A.I., A.A.C.I., S.R.A., A.S.A., of Lindsay has been appointed chairman of the newly-formed Appraisal Committee and has begun to organize his group

Your Research Committee has given very careful consideration to the resolution which was passed at our Windsor Convention concerning the make-up of local planning boards and the amount of notice required of planning and/or zoning changes.

This resolution has been submitted to the Minister of Municipal Affairs together with the comments of the Research Committee which had been approved by the Board of Directors. Copies of the submission to the Minister have gone forward to all Board Presidents with the request that action be taken by each real estate board at the local municipal level to implement the recommendations made therein. Your complete co-operation is required to effect the changes recommended.

The Retail Sales Act has been the source of some concern to your Executive Committee and at the time of

writing there is some doubt as to just how this legislation will affect real estate brokers. We are attempting to secure interpretations and definitions from the Provincial Government and sincerely hope that this information will be in your hands before you read this report.

#### 7 Farms, Sale, Rent, Wanted

##### BRUCE PENINSULA Fishing-Hunting Camp Store, Home, Cabins

\$20,000 is the amazingly low price of this attractive business and pleasure combination. You can holiday here from April until the end of the hunting season then pack up and go south. This 20-acre wooded camp is in one of the loveliest spots in picturesque Bruce peninsula. House, store and cabins are on a clear cold 90' deep inland lake. This is an experimental lake for the department of lands and forests and is stocked every year with 75,000 trout of nine different species. Fishing and hunting from daylight to dark and you get paid for it! We have had men crying their eyes out for properties like this at twice the price. You can imagine how fast they will act when they see this answer to their prayers. Please phone for an appointment. 61-652.

Paul Starr of Orangeville granted permission to reprint a specimen of his firm's style of advertising. Ad appeared in a metro paper.

#### Industrial and Commercial Properties Financing available for Selected Enterprises

**W. Clarence Mahon Ltd.,**  
350 Guaranty Trust Bldg.  
REGINA, SASK.



SENIOR EXECUTIVE and Directors of the Ontario Association of Real Estate Boards are shown here, gathered at the Westbury Hotel, Toronto for a mid-annual executive meeting. From right to left seated are: W. P. Ristow, Oshawa; P. H. McKeown, Ottawa; F. N. McFarlane, Ottawa; W. S. Evans, London; E. B. Fleming, Sault Ste. Marie, vice-president; K. S. Raven, Kingston, president; E. A. Mitchell, Brampton; P. J. Harvey, Brantford; R. E. Sanderson, Port Credit; P. C. D. Toxopeus, Brockville, and A. C. Kilgour, North Bay. Standing, right to left, are: D. R. Wymark, Ottawa; O. K. Teetzel, Toronto, executive secretary; Abram Wiebe, Kitchener, and C. G. Todd, Hamilton.

### Contest

The second portion of this panacea, when introduced in May, opened the floodgates of sales initiative. The "Gold Rush" Contest, launched May 15th, and which concluded August 11th, saw at least one salesman increase his earnings over the three month period by some \$4,000.

Ted Kostuch of Aloï Bros., who edged out perennial winner Mario Sconzia of Mann & Martel Ltd. to take top spot, claims that "this opportunity for achievement gave me that extra drive to complete transactions—which will earn me more money this past summer than I have ever earned in the same 3-month period, in the past seven years I have been selling real estate!"

With the exception of Mario Sconzia—who must have a built-in booster because he wins practically every contest sponsored by either TREB or his own company—most of the other winners feel the same way as Mr. Kostuch.

One glance at the top 13 winners will reveal one startling factor. With the exception of four men, the remaining nine were attached to only two firms of TREB's 500-broker membership.

This fact was too intriguing to overlook. We put in a call to Don Kirkup, TREB's Public Relations Director who had some enlightening information. He said, "It would appear that these nine men had already received the necessary training and incentive long before our own contest started. Both firms—Aloï Bros. Ltd. and Mann & Martel Ltd.—are great believers in incentive plans which encompass contests, both for listing and selling."

We then checked with Maurice Lamond, General Sales Manager of Mann & Martel Ltd., Canada's biggest residential sales firm. He told us that Mario Sconzia—as only one example—had won well over \$1,000 in prizes including four weekend trips to New York all expenses for he and his wife.

We won't tell you everything Mr. Lamond said during our call. Instead you can read his opinions in the November edition of the Canadian Realtor. Mr. Lamond will author a feature article entitled: "How Planned Incentives Help A Salesman Produce!" Watch for it . . . an interesting treatise, worthy of serious examination!

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*Due to space limitations we are forced to delay printing results of the TREB contest until our October issue.*

### EDITORIAL — Continued from page 22

through their listing they would say, "this is the living room," . . . "and this is the dining room," . . . "down these steps is the basement."

"My wife was so annoyed in one house, she failed to notice its kitchen, a real beauty. Her mind was settled on that salesman's obviously weak attempt to be helpful. He said: "Here is the kitchen."

I have since mentally reviewed this same salesman's actions and have come to the conclusion that he would have sold us that house had he said something like this: "Just take a look at these lovely, functional cupboards Ma'am. You won't have to raise yourself on tiptoe to put your dishes away!"

"Being in the advertising and promotion business myself," the director said, "I can appreciate a good salesman's ability and take marked notice of another man's lack of ability."

"Many of the salesmen who conducted us through their listings failed to register even one favourable impression of a good selling feature. We entered their houses built of brick and mortar and left the same houses, still built of brick and mortar. Not one really made us want their listing."

"For instance, while down in one basement, I noticed that first grade pine two by twelve floor joists had been used. These rested neatly on substantial I beams of steel."

"I silently begged that man to bring my attention to this. He didn't and I was left with a fading impression that perhaps this wasn't such a good feature after all. Had he focussed my attention to this obvious sign of good construction, my mind would have instantly seized on this. And then, while mulling this over in my mind, surely I would have got the eventual idea this house was well-built."

"Further," he asserted, "while I was turning this good feature over in my mind, I would have ignored features that weren't so good."

The advertising director (bless him for giving us this insight into an intelligent buyer's mind) concluded by relating a tale which happened some years past:

"Years ago we bought our first house and I can still vividly recall something that salesman did. He was a true craftsman. The little scene which set the stage for our purchase happened in the kitchen."

"He took us into that room, walked over to the countertop alongside the sink, caressed the top with gentle fingers and said, "Just take a look at this beautiful countertop ma'am. You could spill scalding water or even ink on it—wipe it off—and presto, no stain!"

"If my wife had any secret complaints about the house up until then, she quickly forgot them in the wonder of that new invention arborite. It was comparatively new on the market in those days."

"I suppose the cost of that arborite was only thirty or forty dollars, but it sold us that house. Or, I should say, it sold my wife that house."

\* \* \*

Efficacious advertising will draw customers. These people, for the most part will be pre-sold in varying degrees, depending only on their own emotional state and need for new accommodations.

Strong advertising persuades. It gives an absentee introduction to you and your employer. It tells, in good persuasive language, what you have to offer. It creates an urge to see. Thus, your advertising could be a potent weapon . . . but only as sharp as the pen which you use to prepare your copy.

If you won't study the fundamentals of advertising; if you won't adopt anything but a lacksadaisical attitude in preparing copy; if you will not realize the positive strength of this medium of communications, then you are, figuratively, pouring good dollars down the drain.

## ADVERTISING SPECIALTIES

BUYING?  
SELLING?  
CALL



REAL ESTATE - INSURANCE  
FREE APPRAISAL

Plastic milk bottle caps for Realtors intending to solicit a neighbourhood. Leaves a retentive, daily-used message in household.

### COSTS:

1M .....	\$76
2500 (per M) .....	\$74
5000 (per M) .....	\$72
(prov. tax not incl.)	

Acme Ruler & Advt. Co. Ltd.  
512 Rhodes Ave., Toronto



The sewing kit illustrated is about the size of a match folder. Your own message is printed free with any coloured ink on coloured or white stock. If you desire additional printing on inside flap add \$4.50 per M.

500 .....	\$32.75
1M .....	50.00
2500 per M .....	47.50
5000 per M .....	40.75

(Prices do not include provincial taxes or import duties. Add approx. 20% for the latter.)

Order by stock number R-21 from —  
**E. S. & A. Robinson Ltd.**  
Leaside, Ontario

## EDITORIAL — from page 3

That man sadly related some genuine experiences with salesmen. It is worth of mention here for it may correct innocent faults many salesmen have.

He said, "A number of months ago we completed a study of the market which led us to believe that real estate salesmen could do our firm's marketing programme some good.

"This thinking was not a selfish one-way street by any means. We acted on the premise that a good salesman would take advantage of a nationally-advertised and reputable product, by making pointed reference to it, if such was installed in a listing.

"This would be a good selling feature, for surely a customer is pre-conditioned to utilities or appliances which have gained a degree of prominence through dependability.

"Acting on this assumption we ran a series of Ads pointing out how these nationally-advertised products could actually help sell a listing. Results were poor. A post-series survey showed few salesmen were interested in really going beyond casual reference to our products, or any other nationally-advertised products for that matter. Somehow the average salesman overlooked this weapon, along with others, many of which were proved to my wife and I while personally looking for a home a few weeks past.

"My personal observations actually led me to believe many salesmen do themselves more harm than good. Time and time again they taxed our patience and threw aspersions on our intelligence. While taking us

*Continued on page 22*

## MAGAZINE BUILDS CORPORATE IMAGE

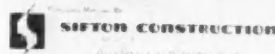
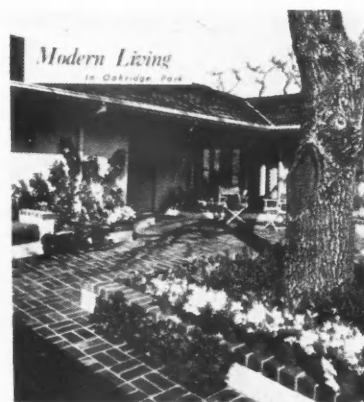
Richardson's Real Estate Ltd. of London, Ontario have taken advantage of a good promotional tool. The firm subscribes to the magazine: "Modern Living" and mails out approximately 1000 copies monthly.

The magazine sells on the split circulation technique. General editorial information is prepared by the publishers: Landy Publications, Ogden, Utah who sells the service throughout the U.S. and Canada.

The general material covers a wide range: how to build birdhouses, furniture, patios; how to use glass in the house; how to water lawns; how to grow lawn grass; how to build a rock garden, etc.

The local subscriber also is given editorial space to promote his own specialties. In Richardson's case, the Sifton residential project at Oakridge Park near London.

The local material provides information of that project including prices, photos of the various-styled houses, illustrations of the elevations of the styles and plans of the subdivision.



Another portion of the book is left for advertisers. These include the sub-trades; plumbing, heating, masonry, electricians, etc.

Maurice Broad, 19321 Greenlawn Ave., Detroit 21, Mich., is the marketing agent for southern Ontario for the magazine, which is published monthly.



## C.A.R.E.B. et la situation du Québec

par BERT KATZ, F.R.I.

Dans cette partie de son discours donné à la Chambre d'Immeuble de Québec en mars dernier M. Katz traite de la lacune de législation relative à l'immeuble dans la Province de Québec et la lutte en vue de son obtention.

On peut supposer, à mon avis, que n'importe quel groupe d'agents d'immeuble, d'où qu'ils soient, doivent surmonter certaines difficultés. Car ainsi va la vie. "C'est un enchaînement continu de problèmes". Mais j'oserais dire que, dans votre cas, dans la province de Québec, la plus grande difficulté que vous ayez à surmonter, c'est en ce moment, le manque de loi relative aux agents d'immeubles.

Sans loi régissant l'exercice de votre profession, vous ne pouvez pas jouer de normes officielles et reconnues. Il faut donc, de toute nécessité, pour établir ces normes, que le gouvernement joue le rôle qui lui appartient. La discipline personnelle a certes son mérite; la discipline des cadres est admirable, mais du point de vue du public, la discipline qui sera reconnue et qui conférera un certain prestige à la profession que nous exerçons, devra être l'objet d'une loi. En d'autres termes, c'est la loi qui, d'abord et avant tout, admettra qu'il existe une profession d'agents d'immeubles et qu'il existe aussi des normes de procédure et de conduite en vertu desquelles un agent honnête pourra exercer en toute légalité. Si vous me permettez cette comparaison, il semble assez curieux, en effet, que le marchand de frites ambulante ait besoin d'un permis; et que le chauffeur de taxi ait, lui aussi besoin d'un permis. En d'autres termes, le gouvernement reconnaît publiquement que le marchand ambulante, tout comme le chauffeur de taxi, existe vraiment. Et cependant, voici des agents d'immeuble dont les transactions se chiffrent par des centaines de millions de dollars, dont l'exercice de la profession affecte les économies, le logement, le bien-être et le bonheur de milliers et de milliers de familles et, dont le chiffre d'affaires total représente tout probablement, par son ampleur, la plus grande transaction de biens de consommation de toute notre économie et cependant, le gouvernement n'admet pas qu'ils existent! C'est une situation tellement étrange que je ne parviens pas à la comprendre!

Et voici ce qui est encore plus paradoxal! Quels sont ceux qui demandent qu'on vote une loi relative aux agents d'immeuble? Est-ce le public dont la loi aurait pour but d'assurer la protection? Est-ce que ce sont les avocats que l'on pourrait supposer s'intéresser à cette lacune des lois? Est-ce que ce sont les propriétaires qui auraient tout intérêt à ce que cette loi soit votée? Pas du tout! Ce sont les courtiers en immeuble eux-mêmes qui ont insisté pour obtenir cette loi!

Ce sont ceux-là mêmes qu'une telle

donc les répercussions seraient beaucoup plus considérables que celles prévues par les dispositions plutôt négatives peut-être de la loi fondamentale.

Dois-je vous avouer que j'ai souvent pensé que l'une des raisons pour lesquelles l'adoption d'une loi professionnelle au Québec tarde tellement, c'est que vous, courtiers du Québec, êtes, en somme, un groupe d'honnêtes gens. S'il y avait plus d'abus, plus de recours à des méthodes malhonnêtes dans le commerce de l'immeuble, je suppose qu'on n'hésiterait plus, dans bon nombre de milieux, à réclamer cette loi le plus tôt possible. Les associations de propriétaires se plaindraient, à cor et à cri — le Barreau s'inquiéterait de la situation, et le reste. Donc, tout compte fait, il est fort probable que ce soit précisément parce que vous constituez, individuellement, autant que collectivement, un groupe d'honnêtes gens, que les braves citoyens du Québec n'ont jamais cru bon d'exiger ce que, de toute évidence, ils croient une protection inutile.

Ce qui précède, naturellement, ne modifie en rien le concept fondamental selon lequel un commerce si vaste, si important et dont les conséquences économiques et sociales ont une portée incalculable, — mérite l'attention du gouvernement provincial, quant à son statut juridique, ses responsabilités et son exercice. L'Association Canadienne est certainement d'avis qu'il faut et même qu'il est urgent que le Québec soit doté d'une loi professionnelle, tant pour la protection du public que pour le statut juridique de courtier.

Cependant, comme sa raison sociale en témoigne, l'Association Canadienne est un organisme national et comme tel, n'a aucune juridiction et ne peut exercer aucune pression sur des décisions d'ordre purement provincial. Cette tâche incombe donc à votre propre association provinciale et c'est pour cette raison, — ne serait-ce que celle-là —, que vous vous devez de sauvegarder, dans toute la mesure possible, le caractère de vigueur et



BERT KATZ, F.R.I.

Premier Vice-Président de C.A.R.E.B.

loi, de toute évidence, régirait et contraindrait, qui insistent le plus pour le faire adopter. Les personnes mal renseignées n'hésiteraient certainement pas à nous comparer à la volaille qui ne demande qu'à être égorgée!

Mais ces personnes auraient bien tort. La vérité, c'est que vous, courtiers en immeubles du Québec, admettez que le bien commun, c'est aussi le vôtre sur le plan collectif; — qu'en protégeant le public, vous vous protégez professionnellement et que les avantages qui découleraient d'une loi visant à protéger le public dépasseraient de beaucoup les exigences minimales de la loi. Cette loi aboutirait forcément à l'amélioration des normes professionnelles et de la compétence et, par conséquent, elle rendrait de plus grands services au public, services



d'influence de votre association provinciale. Comme vous le savez, l'autorisation des agents d'immeuble relève uniquement de la juridiction provinciale et c'est sur ce plan que vous devrez trouver la solution. Cela ne veut pas dire, toutefois, que l'Association Canadienne ne peut pas vous prêter mainforte. Bien au contraire! L'Association nationale dispose non seulement des moyens mais elle ne demande pas mieux que vous aider par tous les moyens possibles.

Et de quelle façon peut-elle vous prêter son concours? Ce sera surtout, à mon avis, au moyen des renseignements et des données qu'elle a accumulés et qu'elle continue d'accumuler et qu'elle met à votre disposition.

En 1955 l'Association Canadienne a constitué un comité permanent dont les attributions consistaient, et je les cite textuellement: "à formuler et à réviser constamment la définition de ce qui, de l'avis de la CAREB, constituerait l'autorité idéale en matière d'autorisation professionnelle". De plus, ce comité a compilé, au cours de ces dernières années, un dossier de toutes les lois professionnelles des diverses provinces ainsi que des amendements qui furent apportés à ces lois. Vos directeurs disposent présentement d'un exemplaire de ce dossier. Ils pourront donc étudier les

président, le colonel Herb Fullerton porte à cette question. Vous avez toujours compté un représentant provincial au sein de ce comité — en ce moment, c'est notre bon ami Marcel Audette, —, et je suis persuadé qu'il peut témoigner du vif intérêt et du travail qui caractérisent le rôle vital de ses attributions.

L'Association nationale peut vous aider et vous aide, je le crois sincèrement, d'une autre façon. Et c'est dans le secteur des relations extérieures. Grâce aux divers moyens dont nous disposons, nous avons pu renseigner le grand public, d'un littoral à l'autre, au sujet du travail qu'accomplissent nos membres. Dans la plupart des provinces, on sait et on s'attend à ce que le courtier de bonne réputation appartienne à l'Association locale, à une association provinciale et à un organisme national. On sait et on compte sur le fait que le courtier de bonne réputation est soumis à un code de morale professionnelle, non seulement à l'échelon régional ou provincial mais aussi sur le plan national. On sait, et cela semble tout naturel, que le courtier réputé détient un permis, qu'il possède un cautionnement et qu'il exerce en conformité de règlements provinciaux clairement stipulés. Sous ce dernier rapport, le Québec, en ce moment, a de quoi envier aux

protégé et que la loi codifie certaines normes minima de morale professionnelle. Si tous les groupes d'hommes d'affaires et de professionnels exigeaient volontairement et de la même façon, que leur gouvernement passe des lois touchant leurs secteurs respectifs où ils exercent, nous pourrions croire, à bon droit, qu'on peut atteindre l'idéal utopique. Le fait que vous, agents d'immeuble, accomplissiez ces démarches est digne de louanges et d'éloges et c'est là un acte qu'on ne saurait soustraire indéfiniment à l'opinion publique ou à son approbation. Lorsque l'opinion publique penchera en votre faveur, et peu importe le temps qu'il aura fallu pour arriver au but, vos efforts seront forcément couronnés de succès.

Je veux vous redire, en terminant, tout le plaisir que m'a procuré le privilège de vous adresser la parole et je vous remercie de votre attention et de votre cordial accueil.

## PROFILE —

*Continued from page 13*

*years. He was the first co-op chairman for the Halifax board, then later became the board president (1959). He has conducted three annual Salesmen's courses and is one of the original organizers of the local Chapter — Appraisal Institute of Canada. He has been regional vice-president of CAREB for the past two years along with duties as Education Chairman for the Nova Scotia Real Estate Association.*

*As a student, he was in the first graduating class of the C.I.R. course; and subsequently became a member of that group in 1958. Since then he has been active in C.I.R. work and is now Chairman of their Editorial Committee.*

*Among other community interests, Mr. Whynacht represented Halifax — Dartmouth Board on Citizens' "Halifax 1980" Planning Committee; served on various committees with Halifax Board of Trade and is Lecturer — N.S. School of Assessors. He is married with three children.*

*The provincial realtors are indebted to him for re-activating the Nova Scotia Real Estate Association which had lagged for a spell.*

*Mr. Whynacht's target is the formation of a Board in St. John's, Newfoundland. He hopes to accomplish this before the end of 1961, and we wish him good luck!*

## QUOTES:

● A pessimistic broker is usually broker than anyone.

***"Lorsque le public sera mieux renseigné, vous trouverez alors un climat plus favorable dans lequel vos démarches, en vue d'obtenir les lois qui s'imposent, seront en fin de compte réussies."***

lois qu'on a votées et qui sont en vigueur dans d'autres provinces et ils seront en mesure de déterminer quel genre de loi conviendrait le mieux à votre propre situation. J'irai même jusqu'à dire que des renseignements de cette nature vous ont déjà rendu de précieux services et vous en rendront encore, tout d'abord dans la tâche ardue et continue que vous accomplissez pour obtenir cette loi de licenciement professionnelle et ensuite, — pour l'amender au besoin.

En plus de mettre ces renseignements à la disposition des membres, l'Association Canadienne se fait toujours un plaisir d'être consultée sur des questions visant des problèmes législatifs particuliers qui pourraient affecter telle province. Notre comité des lois professionnelles a été très actif au cours de ces dernières années, grâce au vif intérêt que notre

autres provinces. Mais nous pouvons nous consoler en pensant que le progrès se réalise par étapes. Inévitablement, et un jour ou l'autre, les renseignements que propage l'Association nationale finiront par éveiller l'opinion publique de cette province tout aussi bien. Et lorsque le public sera mieux renseigné, vous trouverez alors un climat plus favorable dans lequel vos démarches, en vue d'obtenir les lois qui s'imposent, seront en fin de compte réussies.

Car après tout, que demandez-vous exactement qu'on ne pourrait interdire que comme une mesure d'intérêt public? Voici réunis des hommes qui, de leur plein gré et au prix d'un travail énorme et de déboursés personnels considérables, demandent à leur gouvernement de contrôler, de surveiller et même, de policer leur profession afin que le public soit

# PERSON TO PERSON



## market tapped

... Goodyear Tire & Rubber Company has come up with an interesting promotional item which should help boost sales of their products amongst the rural and farm trade. The firm is offering for \$1 a \$3 "glo-sign" identification plate which can be affixed to a mail box, gate post, or truck. The farmer's name is imprinted with weatherproofed scotchlite reflective material upon a blue-enameled strip of aluminum. Any association of ideas here? ...

## in the stars

... "this offer—subject to the findings of palmistry, astrology, phrenology and soothsaying—is valid until ..."  
Canadian real estate salesmen (and vendors and purchasers for that matter) can thank their lucky stars they're doing business the modern way. In Siam, Indochina and Burma superstition plays an important role in the machinations of real estate. A vendor or purchaser will refuse to sign an offer if dates conflict with forecasts made by professional fortune tellers. Even the salesmen will hold up a deal if the right time for presenting isn't fortuitous with their own forecasts. Unlike Canadian vendors or purchasers however, the submissive oriental understands the reasons for a delay of even a week or two ...

## 1 - 2 - eleventeen

... a little school girl in Oregon, struck with the pertinency and wisdom of an advertisement she had just read, wrote in to the advertiser for copies for distribution amongst her friends. She was a little careless with her figures however. She asked for 12-billion reprints! ...

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## stagnation

... American Realtors are waiting with bated breath, the decision soon coming from The House Ways and Means Committee who are studying a Kennedy proposal for the elimination of capital gains tax treatment hitherto allowed on the gain derived from the sale of real property to the extent of the depreciation taken. It is widely felt that an unfavourable decision would have disastrous effects on the real estate industry. It would throw an additional burden on property owners who feel that even the present tax gain rulings are too burdensome. ...

## take back lease

... a new sub-leasing technique is showing some promise in the New York area. Major tenants who find themselves expanding beyond anticipated needs and who have hitherto been forced to juggle leases in order to expand or vacate for larger premises, are now given a take-back lease which permits them to lease present quarters plus a further office area — which they will sub-let to other clients — with proviso to take over when additional space is needed. Landlord assumes liability for leasing "sub-space".

## developer wins

... Builder Salvatore DiMucci has successfully tested and broken the habit of municipalities in Illinois who have demanded a land dedication gift as favour for giving sub-division approval. The State Supreme Court ruled that DiMucci does not have to hand over 6.7 acres "for school and park use" as demanded by the Chicago suburb of Mt. Prospect. ...

## snakes alive!

... William McAinsh Jr. published a few tips in The Journal of Property Management dealing with the problem of pigeons. He claims that a few toy rats, placed on sills will discourage roosting habits. He also asserts that one or two toy snakes will have the same effect. However, he warns that these creatures should be fastened down. He recalls an instance when one dropped in front of a woman pedestrian. She nearly had hysterics ...

## CALENDAR

**ONT. INS. AGENTS' ASSOC.**  
Royal York, Toronto  
Oct. 18th - 20th

**MARITIME BOARDS' ANNUAL  
CONFERENCE**  
Halifax, N.S.  
Oct. 26th - 27th

**NAT. ASSOC. REAL ESTATE  
BOARDS**  
Miami Beach, Fla.  
Nov. 11th - 17th

## emerald girdle

... Ottawa's outskirts are showing! By the end of 1960, \$18.7 millions have been spent by N.C.C. in purchasing 24,000 acres for a greenbelt around the nation's capital. of the 578 properties, only 30 were taken by expropriation. 65% of the former farmers have leased back their original holdings. The ultimate plans call for 37,000 acres of greenbelt to hold in Ottawa's paunch ...

## Saskatchewan Officers-Elect

Delegates of the Saskatchewan Real Estate Association have elected their 1960-61 officers. Elections were held at the S.R.E.A. annual conference at Lake Waskesui.

The following were honored: As president R. L. Cawsey, Regina; R. H. McRitchie, Moose Jaw and G. A. Hymers, Saskatoon, vice presidents. For directors: Boyd McMillan, N. Battleford (2 year term); T. J. May, Regina (1); R. E. Klombies, Saskatoon (2); A. Beck, Prince Albert (1); W. Johnner, Regina (2); L. W. Receveur, Prince Albert (1); Miss J. Wheeldon, Prince Albert (1) and J. S. Duncan, Moose Jaw (2 years). D. J. Woodley, Saskatoon, is retiring president.

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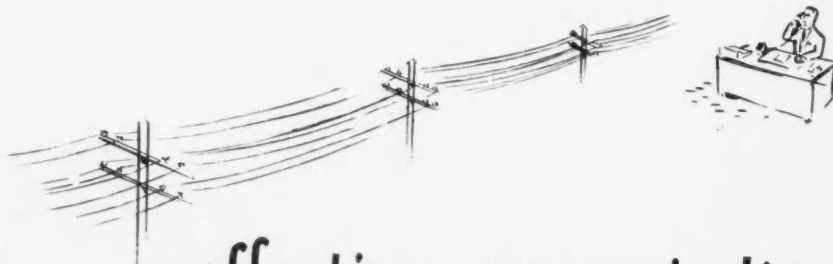
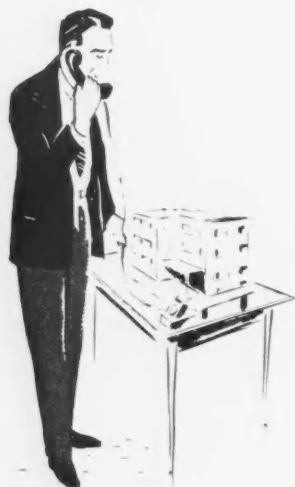
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